

## THE PROGRAMME

The Graduate Diploma in Public Relations is a joint programme by the Institute of Public Relations of Singapore (IPRS) and Singapore Management University (SMU).

This part-time programme is Singapore's first and only Graduate Diploma in Public Relations. The twelve month curriculum starts in February and is delivered on Friday evenings and weekends at the SMU-campus in the epicenter of Asian business.

**The communication profession is growing, but is suffering from a lack of talent in Asia. The curriculum has been designed together with industry leaders and associations, e.g. IPRS, Global Alliance for Public Relations and Communication Management.**



## GRADUATE DIPLOMA IN PUBLIC RELATIONS

Lee Kong Chian School of Business  
Singapore Management University  
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Singapore 178899

Institute of Public Relations of Singapore  
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Students registered through IPRS are entitled to a one-year complimentary Affiliate Membership of IPRS

# TAKE YOUR COMMUNICATION CAREER TO THE NEXT LEVEL



## GRADUATE DIPLOMA IN PUBLIC RELATIONS

A JOINT PROGRAMME BY:  
IPRS, SINGAPORE & SMU, SINGAPORE

## THE STUDENTS

Communication professionals with a good first degree and relevant work experience

### The Compulsory Courses

- Strategy
- Digital Media Across Asia
- Leadership
- Crisis Management
- Public Sector Communication
- Investor Relations
- Risk Communication
- Global Public Relations
- Employee Communication
- Global Journalism



**“THE CURRICULUM AT SMU GIVES GRADUATES THE BEST PEDIGREE POSSIBLE TO MOVE UP”**

NG WEI JOO  
PRESIDENT OF IPRS

## THE SCHEDULE

### FEBRUARY

- Strategy
- Digital Media Across Asia
- Leadership

### SEPTEMBER

- Crisis Management
- Public Sector
- Investor Relations
- Risk Communication

### JANUARY

- Global Public Relations
- Employee Communication
- Global Journalism



## THE INSTRUCTORS

- Dr. Adel Dimian
- Dr. Michael Netzley
- Dr. Miriam Meckel
- Dr. Susheela Varghese
- Dr. Rajendra Srivastava
- Paul Argenti, MBA
- Dr. Mark Chong
- Kim Lim
- Dr. Gregor Half

## THE SMALL PRINT

**Application fee:** S\$50.00

**Registration fee:** \$400.00

**Tuition fee:** S\$25,000.00

payable in two installments

Fees include tuition, programme and project related fees, course materials, educational outings, coffee breaks. Excludes travel to and from Singapore

Credits can be awarded for graduate courses completed at reputable Universities, e.g. NUS, NTU, Hong Kong University of Science and Technology, City University of Hong Kong, University of Hong Kong.

## MSc IN COMMUNICATION MANAGEMENT

The MSc in Communication Management is South-East Asia's only University degree in corporate communication and is conducted with the world's premier programme of its kind, the Executive MSc in Communications Management at USI in Lugano, Switzerland. The twelve-month, master degree-awarding curriculum starts in February and is delivered on Friday evenings and weekends at the SMU-campus. Students jointly spend one week in Switzerland and 10 consecutive days at UCLA in Los Angeles.

A Graduate Diploma in Public Relations gives candidates full credits for SMU's MSc in Communication Management Programme and reduces the course load significantly.